Take control of your retail stores with Tracer ES

In today’s hyper-competitive retail marketplace, you need to pull out all the stops to ensure an optimal shopping or dining experience for your customers. At the same time, mounting costs require facility managers to reduce energy and operational expenditures – all while maintaining customer comfort.

Tracer ES™, a Trane web-based building automation solution, can help retail organizations overcome the complex facility management and comfort challenges of single- and multiple-store operations.

Store comfort challenges:
Restaurant operators and retailers are well aware of the direct connection between store comfort and sales. Whether dining in a restaurant, trying on clothes in a department store or browsing through a mall, if customers are too hot or too cold, they’re unlikely to stay as long or buy as much – and may choose a competitor for their next visit. Retailers with multiple facilities are challenged to find effective ways to regulate space conditions throughout all of their stores to create a comfortable retail environment and pleasant shopping experience.

Store comfort solution:
Tracer ES can help retailers maintain comfortable store environments. You can use Tracer ES to help monitor and control temperature and humidity levels within all your stores, while variances can be quickly detected. As a result, modifications can be immediately made to an individual store or across all stores at once, before uncomfortable conditions develop.

Brand image challenges:
Creating just the right shopping experience is a key component of branding and merchandising strategies for retailers. Maintaining desirable store temperature and humidity levels has been shown to have a major role in optimizing the selling environment. It can be an especially difficult challenge for regional, national or global retailers to maintain ideal
conditions when dealing with different climates and customer comfort expectations. Retailers require solutions that help control space conditions throughout all of their stores to best support their brand.

**Brand image solution:**
Tracer ES can help maintain desired conditions throughout all of your stores. Space conditions can be continuously monitored and controlled to detect problems and make adjustments before they have a negative impact on the customer shopping experience. Secure online access from any location allows managers at the corporate, regional or store level to track and analyze the correlation between factors such as store temperature and sales to determine the optimal conditions for selling your products and services.

**Operating cost challenges:**
- Energy costs represent a significant expense for retailers and rising costs make forecasting difficult and unpredictable. It is imperative that retail organizations control energy consumption and develop energy reduction strategies.
- Many retail organizations have disparate systems controlling their stores – making it difficult to effectively operate, maintain and stay up-to-date with technology.

**Operating cost solution:**
Tracer ES is built on an open platform that allows integration and communication between multiple platforms – whether old or new, Trane or not. As a result, retail organizations aren’t locked into a single, proprietary vendor. A modular design also helps ease the strain on facility budgets by reducing expenditures on unwanted or unnecessary features. Because Tracer ES resides on a central server, organizations will see a reduction in the costs of establishing and maintaining multiple software and hardware platforms.

**Staff productivity challenges:**
- Facility management at the national, regional and local level must do more with fewer employees as operating budgets are tightened. Personnel are strained even further as retailers expand to incorporate additional geographically-dispersed facilities. Furthermore, valuable resources are being wasted on unnecessary service calls because facility management personnel have no way of knowing the severity of the alarms they receive when they’re off site.
- Retail organizations often lack effective tools to simplify the management of multiple facilities with multiple building systems. As a result, facility managers and operators are forced to allocate an inordinate amount of time to make individual schedule, temperature and lighting adjustments.
- Building automation systems purchased with the goal of improving operational efficiency are often misused or underused, especially if store personnel find them intimidating or difficult to operate. Additionally, store managers who should be focusing more attention on their customers are forced to spend too much time figuring out how to use building automation systems.

**Staff productivity solution:**
By providing remote, online access to building systems throughout the organization, Tracer ES eliminates many of the inefficient tasks that consume so much facility management time. Whether they’re on the road or at a remote store location, Tracer ES operators are able to make secure online adjustments to space conditions, temperature set points and system schedules from virtually any PC on the organization’s network. Tracer ES also minimizes unnecessary service calls by allowing you to sort alarms by level of importance and only trigger an e-mail to a computer or cell phone in the event of a truly critical situation.

Tracer ES is easy to use – regardless of the operator’s level of comfort and experience with computer-based technology.